**Public Service Announcements**

Please see the Learning Goals and Success Criteria for the four different stages of developing anti-bullying and anti-cyber bulling public service announcements below.

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| **PSA Stage** | Learning Goals: | Success Criteria: |  |
| **Plot** | *Create plot to your bullying/cyber-bullying PSA* | 1. Plot is age-appropriate for target audience.  2. Plot contains clear, effective and persuasive anti-bullying message.  3. Plot is creative and original. |  |
| **Planning** | *Develop a storyboard which highlights the key moments in the announcement* | 1. Shows all the important parts of your story. (Synopsis)  2. Contains a very brief description of each scene.  3. Shows any still images or titles you plan to include in your movie |  |
| **Script Writing** | *Collaborate on and develop a properly formatted script that directly relates to the PSA* | 1. My script will follow the correct format.  2. The actions in my script will be very specific.  3. My PSA will capture the viewer's attention.  4. My PSA will have dialogue for four actors. |  |
| **Filming** | *To create an original PSA that demonstrates a variety of both effective, and creative, film techniques.* | 1. Includes a variety of at least 4 different shot types.  2. The sound is clear.  3. The lighting is effective.  4. There are appropriate sets.  5. Includes one, or more, creative techniques. |  |